



Sabrina Fajardo  
THE BRAND ARTISAN

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## Visual Branding Intake Questionnaire and Graphic Design

Please take your time to fill out as much as you can of this form. This will help us save time.

### Client Profile:

|                 |               |           |
|-----------------|---------------|-----------|
| Company Name:   | Contact Name: |           |
| Phone Number:   | E-mail:       |           |
| Website:        | Referred by:  |           |
| Street Address: |               |           |
| City:           | State:        | Zip Code: |

### COMPANY/PERSONAL PROFILE

We can't assume that people know you well. Please provide a summary of your business along with a brief history. Please tell us how you got started, what you do, why you do this and how is it that you do it.

### OBJECTIVE

What do you want to achieve (please be most specific and include measurable results)?

### POSITION IN MARKET

A realistic evaluation of your company, service, or brand relative to your competition.

### TARGET MARKET/S

Demographics — the age, gender, income, employment, geography, lifestyle of those you want to reach.

**UNIQUE VALUE PROPOSITION FOR MARKET/S.:** What will be their experience and the value brought and what evidence is there to make this statement. Innovation: What is difference in the product/service

Promise: This can be a very short phrase we can end up using as a slogan.

## **COMPANY'S BRAND STYLE**

Please share a list of adjectives you want people to feel and get from you (e.g. Formal/Corporate, Sophisticated, Energetic, Casual, Fun, Hi-Tech, Industrial, Artistic, other?). You might want to send samples or links of things you have seen that show that. This is very important as it provides a more clear view of the direction to head to. Pro

Any particular ideas/instructions you already have for your project?

- Any colors you want?
- Don't want?
  
- Please provide 3 website samples you really like:

## **ADDITIONAL INSTRUCTIONS**

Please add any additional design, copy requirements, or type layout we should know about:

## **PROJECT ITEMS**

Please choose from the menu on the following page, the items required for this project. If there is any other item not listed please contact us at: [sabrina@tlzdesigngroup.com](mailto:sabrina@tlzdesigngroup.com), [sabrina@sabrinafajardo.com](mailto:sabrina@sabrinafajardo.com) or 954-854-5521

| ITEM  | DESCRIPTION   |
|---|---|
| <b>BRANDING PACKAGES</b>                              |   |
| 001 BUSINESS BRAND IDENTITY - A                       | Logo Design; Social Network Package; Stationery Package A; <u>Website Graphics Design Complete Layout</u> / Includes Brand Identity Guideline Booklet   |
| 002 BUSINESS BRAND IDENTITY - B                       | Logo Design; Social Networking Package; Stationery Package A; <u>Website Graphics General Look</u> / Includes Brand Identity Guideline Booklet  |
| 003 SPEAKERS/COACHES BRAND IDENTITY - A               | Logo Design; Social Network Package; Stationery Package A; Postcard; PowerPoint Tem; Retractable banner; Speaker's sheet; <u>Website Graphic Design Complete Layout</u> / Includes Brand Identity Guideline Booklet                                   |
| 004 SPEAKERS/COACHES BRAND IDENTITY - B               | Logo Design; Social Network Package; Website Design Complete Layout; Stationery Package A; Postcard; PowerPoint Template; Retractable banner; Speaker's sheet layout; <u>Website Graphic General Look</u> / Includes Brand Identity Guideline Booklet |
| 005 SOCIAL NETWORK                                    | 4 fully branded social network profiles. (Facebook Pages, Twitter Profile , Youtube Channel iLinkedIn profile   |
| 006 STATIONERY PACKAGE - A                            | Design and layout of: Business Card, Letterhead - word template and print, Envelope - word template and print, 2 ideas 6 Revisions  |
| 007 STATIONERY PACKAGE -B                             | Same as STATIONERY PACKAGE - A + Presentation Folder (print only), 2 ideas 6 Revisions,   |
| 008 EVENT CONCEPT - A                                 | Concept image (logo), website(landing) banner, facebook group/event cover image   |
| 009 EVENT CONCEPT - B                                 | Concept image (logo), website(landing) banner, facebook group/event cover image, PowerPoint template, invite (email), program design and layout, retractable banner, name badges template   |
| <b>INDIVIDUAL ITEMS</b>                               |   |
| 010 LOGO DESIGN                                       | Font and Iconic Logos Includes 5 ideas, 6 Revisions/Receive files in vector-eps, high and lowres jpgs and pngs - Includes Logo Guideline Booklet  |
| 011 BRAND IDENTITY GUIDELINE MANUAL                   | Guide for the story and use of the brand - Logo structure, fonts, colors, size, proportions and uses in different spaces or media., etc.  |
| 012 BUSINESS CARD                                     | Design and layout of: Business Card (includes application to 6 people)  |
| 013 LETTERHEAD  | Word template and print   |
| 014 ENVELOPE  | Word template and print   |
| 015 SOCIAL NETWORK INDIVIDUAL PROFILES                | Includes personal photo editing if needed on cover/banner images (Facebook, Twitter, Youtube, etc)  |
| 016 POWERPOINT TEMPLATE                               | Creation of Branded Template  |
| 017 RETRACTABLE OR HANGING BANNER                     | Design and layout   |
| 018 PRESENTATION FOLDER                               | Design and layout   |
| 019 BROCHURE / CATALOG                                | Trifold, booklet, magazine style Includes 2 ideas - 6 revisions (images not included)   |
| 020 POSTCARD/FLYER                                    | Design and layout   |
| 021 BOOK COVER  | Design and layout   |
| 022 CHARACTER CREATION                                | Illustrated character   |
| 023 ILLUSTRATIONS                                     | For books as packages and individual  |
| 024 SPEAKER'S SHEET                                   | Design and layout   |
| 025 INFOGRAPHIC                                       | Design and layout   |
| 026 BANNER FOR EMAILS                                 | Design and layout   |
| 027 WEBSITE BANNER                                    | Design and layout   |
| 028 WEBSITE SLIDER IMAGES                             | 4 slider images with message layout   |
| 029 WEBSITE GENERAL LOOK                              | Banner and background (general design/look)   |
| 030 WEBSITE COMPLETE LAYOUT DESIGN (only visual part) | Banner, background, layout of general pages and special home page layout, optin box design, 4 different slider images, footer, special buttons etc. (layered psd files delivered to web programmer)   |
| 031 POWERPOINT PRESENTATION -                         | Complete presentation   |
| 032 PHONE APP VISUALS                                 | APP icon creation and splash page visuals creation  |
| 033 EVENT PROGRAM LAYOUT                              | Cover, Introd, schedule, presenters, program and placement of ads   |
| 034 PRODUCT BRAND DESIGN                              | Labels and package design/per package   |
| 035 MAGAZINE AD                                       | Design and layout   |
| 036 OTHER   |   |

## TERMS AND CONDITIONS

You MUST read these terms and conditions and agree to them. Please sign, keep a copy and send back in order to proceed with the project.

1. Fees are a summary based on work performed on a fixed cost basis. Should the scope of the project change after acceptance of terms and pricing, we will provide a detailed scope change to define additional work and associated costs. TLZ Design Group will issue the client with an invoice. The following are payment options and conditions (will require your signature on approval).

- 50% of the total fee in advance and remaining balance upon completion and delivery of the design and respective files. \* \*\*
- 5% discount from the total when total is paid in advance (for packaged projects of more than \$1200) \* \*\*
- 15% additional cost if a 4 month payment plan is chosen (for packaged projects of more than \$1200) \* \*\*
- All projects of \$375 or less are to be paid 100% in advance.\*

\* A schedule for the completion of the project will be created with additional 15 day flexibility if any extra changes or files are required by either party for the completion. Extra time beyond the agreed schedule or if the project is put on hold by the client, additional 20% will be added to the final cost and it will have to be rescheduled upon a new agreement.\*\*

\*\* Additional changes not included in the scope will be added as an hourly rate based on my hourly rate of \$75/hour.

- Final deliverables - PDF, Vector art, HTML/CSS/PHP/MYSQL - that's the design fee.
- Native files for final design (InDesign, Layered Photoshop/Illustrator files), upon agreement. The cost of these files (with the exemption of a logo) will cost 3X the original cost of deliverables)
- Preliminary sketches, notes, rough drafts, which were not used in the final design - never for sale.
- Cost of any third party licenses are added to any fees for native files and any related license text is included with deliverables.
- This agreement will be valid for up to 6 months. Any project that takes more than that amount of time to finish from the clients side will have an addition of 20% to reopen and reschedule the project.

2. Content development (copy) is not included in the scope of this project. A quote for professional content development services can be provided upon request.

3. Original photography and/or stock photography is not included in the scope of this project. A quote for professional photography services can be provided upon request and stock photography costs will be added to the final invoice.

4. TLZ Design Group reserves the right to include the completed product of this project in a professional portfolio.

5. Payments and Refunds: No refunds will be provided once work has begun.

6. Cancellation fees will be based on the amount of work completed at the time of cancellation notification. In the event of project cancellation, all rights to project designs and original art will revert TLZ Design Group.

7. Turnaround times: Once we begin you are placed in a schedule amongst other projects. Times can vary from 2 days, 2 weeks and even 2 months. This depends on a great communication between both parties, following a process and guidelines. When working creatively there always has to be some kind of flexibility.

8. The client (you) agrees to indemnify and hold TLZ Design Group harmless against any and all claims, costs, and expenses associated with the usage of materials provided by that may violate privacy or copyright claims.

9. Under US Copyright law, the designer/artist is the owner of all files and artwork created for the client. 10. All designs created may be used for print, web, television or other media. Custom logos CANNOT be altered in any way without written permission (color changes, tag-line changes, stand-alone graphic portion of a logo (icon, monogram, etc), fonts, scale, background).

11. This Agreement shall be binding upon the parties, their heirs, successors, assigns, and personal representatives. This Agreement constitutes the entire understanding of the parties.

12. This Agreement shall be governed by the laws of the State of FLORIDA.

TLZ Design Group shall not disclose any of Client's confidential information concerning the Job to any third party without the prior permission from you.

I HAVE READ, UNDERSTAND AND AGREE WITH THE ABOVE TERMS AND CONDITIONS.

|             |                |
|-------------|----------------|
| PRINT NAME: | YOUR SIGNATURE |
|-------------|----------------|